Nova Scotia

ANNUAL REPORT

*for the fiscal year*
*ending March 31, 1988*

# Department of Tourism and Culture

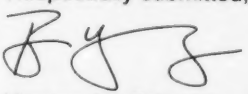
90-02039/

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant-Governor of Nova Scotia

May It Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism and Culture for the fiscal year ending March 31, 1988.

Respectfully submitted,



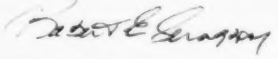
Honourable Brian Young
Minister of Tourism and Culture

The Honourable Brian Young
Minister of Tourism and Culture
Province of Nova Scotia
Halifax, Nova Scotia

Sir:

I have the honour to present to you the report of the Nova Scotia Department of Tourism and Culture for the fiscal year ending March 31, 1988.

Respectfully submitted,



R.E. Geraghty
Deputy Minister

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## BLUENOSE II

The *Bluenose II*'s 1987 season began in mid-April after a new main mast, acquired from the West Coast, was installed. There was wide publicity associated with this mast replacement because the Royal Canadian Mint donated the first production dollar coin to the Department of Tourism and Culture. The coin was installed in a traditional manner, underneath the new mast as a good luck piece.

Following several weeks of general preparation and crew training, the ship made a one-week visit to Boston supporting promotional activities on behalf of the Nova Scotia Departments of Industry, Trade & Technology, Tourism and Culture and Fisheries. Activities co-ordinated on behalf of various Nova Scotian industries by the Canadian Consulate General offices at Boston were also highlights of the visit.

From late June through September, the schooner again visited various ports around Nova Scotia. Communities directly involved with activities centered around International Gathering of the Clans festivals were also visited. These ports included Liverpool, Pugwash, Pictou, Yarmouth, Baddeck, Sydney, Canso and Lunenburg.

As well, the schooner undertook her usual public cruise and charter activities at Halifax and this year some 11,000 persons in total enjoyed a unique sail aboard Nova Scotia's sailing ambassador.

*Bluenose II* was privileged in June to be visited by His Royal Highness, Prince Edward, who was visiting the province and opened the 1987 Nova Scotia Tattoo. The Prince took the helm of *Bluenose II* and guided her back to the ship's berth during the two-hour cruise duplicating a feat by his brother Prince Andrew two years before.

The schooner's daily activities in provincial waters have become more and more varied every season. Six couples were married aboard the vessel and several television program "shoots" took place aboard our famous schooner.

*Bluenose II*'s season concluded on October 1, 1987.

## FINANCE AND ADMINISTRATION DIVISION

For the sixth year, the Finance and Administration Division administered the department's funding for the Nova Scotia Tattoo. Tattoo '87 represented the grand opening of the International Gathering of the Clans and was viewed by over 48,000 spectators at the Halifax Metro Centre from June 27 to July 2.

## INDUSTRY DEVELOPMENT DIVISION

The Industry Development Division is responsible for implementing the Canada/Nova Scotia Tourism Subsidiary Agreement; formulating tourism policies and plans; providing business advisory and architectural services; funding industry associations; offering hospitality counselling and training programs; and administering the Hotel Regulations Act and the Camping Establishments Regulations Act.

### Planning and Development

A major activity of the section continued to be implementation of the Canada/Nova Scotia Tourism Subsidiary Agreement. To the end of March, 1988, 103 projects had been approved, with a total commitment of funds under the agreement amounting to over $9 million. Tourism operators used assistance available from the agreement to undertake projects that ranged from a large addition to the Rodd's Grand Hotel, giving Yarmouth an important convention capability to Sea Sell '88, the highly successful floating Nova Scotia trade show that visited Boston, New York and New London.

A major addition was made to the agreement during 1987–88 in the form of a new Cape Breton Attractions Program. The program is designed to identify and develop one or more top-quality tourist attractions in Cape Breton. A further $14 million in federal-provincial funds was made available thereby doubling the total value of the agreement to $28 million.

Provision was also made for a substantial contribution to the Museum of Industry and Transportation, expected to become a major tourist attraction in northern Nova Scotia.

A summary of commitments, by program, under the Tourism Subsidiary Agreement to the end of March 1988, is as follows:

| | | |
|---|---|---|
| I | Planning and Program Development | $ 678,000 |
| II | Industry Development | 4,100,000 |
| III | Market Development | 1,400,000 |
| IV | Cape Breton Attractions | 200,000 |
| V | Museum of Industry and Transportation | 2,700,000 |
| | | $9,078,000 |

Special projects continued to be the subject of intensive examination. During the year a decision was made to begin development of the Upper Clements Family Theme Park, a major heritage and cultural attraction to be built near Annapolis Royal.

As part of its policy and planning function, the section examined the impact of some federal government initiatives such as tax reform and free trade. Staff participated on a federal-provincial task force on financing instruments and human resource development in the tourism industry. They also represented the department on inter-departmental committees dealing with land use issues as well as park and beach development. Staff support was also given to the Minister's Advisory Council on Tourism.

Financial assistance was provided to industry associations through a grant program administered by the section. Total grants of $301,600 were made as follows:

| | |
|---|---|
| Tourism Industry Association of Nova Scotia | $ 69,100 |
| Cape Breton Tourist Association | 40,000 |
| Evangeline Trail Tourist Association | 23,500 |
| South Shore Tourism Association | 23,500 |
| Antigonish/Eastern Shore Tourist Association | 23,000 |
| Central Nova Tourist Association | 22,500 |
| Yarmouth County Tourist Association | 20,000 |
| Pictou County Tourist Association | 20,000 |
| Tourism Halifax | 20,000 |
| Dartmouth Tourist Commission | 20,000 |
| Metropolitan Area Tourist Association | 20,000 |
| | $301,600 |

Increased demands were placed on the advisory services aspect of the section's duties in 1987–88. Over 1,000 requests for assistance were received and handled. To assist in the servicing of these requests, the section compiled a comprehensive tourism industry handbook describing the various programs and services available to help the tourist operator. The departmental architect approved 17 accommodation construction projects, 16 of which advanced to actual construction—resulting in approximatley 500 new rooms in the province. Frequent pre-construction meetings were held with prospective accommodation owners, for the purpose of lending design assistance for several projects.

**Training and Inspection Services**

The training and Inspection Services Section conducted 12 waiter-waitress training programs, as well as one management program and seven customer service programs. Staff also participated in four career day seminars at provincial high schools. Training films available through the department continued to be used extensively by operators in the province.

The section provided grant assistance in the amount of $67,000 to the Tourism and Hospitality Institute of Nova Scotia (THINS), and worked closely with THINS to design and implement new programs to improve professional standards in the industry.

**Accommodations**

The section had inquiries from almost 200 potential operators during 1987/88, with 48 actually opening for business within the year. The section worked very closely with Tourism Industry of Nova Scotia (TIANS) to obtain funding under the Tourism Subsidiary Agreement to conduct a pilot project to determine the feasibility of implementing a province-wide accommodation grading system.

During the year, there were 489 hotels licensed, an increase of 40 over the previous year. As shown in the tables below, the total number of available rooms was 12,141, an increase of 384 rooms over the previous year.

*Total Rooms Available*

| | |
|---|---|
| Hotels | 4,704 |
| Bed & Breakfast, Tourist Homes, Country Inns | 630 |
| Cabins and Cottages | 1,285 |
| Motels | 5,522 |
| | 12,141 |

*Increases and Decreases in Rooms Available*

| | *Rooms Added* | *Rooms Discontinued* | *Net Change* |
|---|---|---|---|
| Hotels | 663 | −69 | +594 |
| Tourist Homes | 163 | −68 | +95 |
| Cabins | 57 | −37 | +20 |
| Motels | 337 | −662 | −325 |
| | +1,220 | −836 | +384 |

The total number of rooms available in various parts of the province was as follows:

| | |
|---|---|
| Annapolis Valley | 2,043 |
| South Shore | 1,092 |
| Halifax/Dartmouth | 4,144 |
| Eastern Shore | 190 |
| Cape Breton | 2,911 |
| Northumberland Shore | 1,009 |
| Fundy Shore | 752 |
| Total | 12,141 |

**Campgrounds**

There were 135 privately owned campgrounds, located as shown in the following table, inspected and licensed during the year.

| *Region* | *Campgrounds* | *Serviced Sites* | *Unserviced Sites* | *Totals* |
|---|---|---|---|---|
| Annapolis Valley | 32 | 2,431 | 599 | 3,030 |
| South Shore | 17 | 994 | 375 | 1,369 |
| Halifax/Dartmouth | 3 | 158 | 119 | 277 |
| Eastern Shore | 10 | 324 | 169 | 493 |
| Cape Breton | 31 | 1,555 | 677 | 2,232 |
| Northumberland Shore | 25 | 1,017 | 505 | 1,522 |
| Fundy Shore | 17 | 1,140 | 414 | 1,554 |
| | 135 | 7,619 | 2,858 | 10,477 |

During the same period, 20 follow-up inspections were carried out to determine whether infractions had been corrected. During this period,

30 inquiries were received concerning the building, renovating or operation of new campgrounds. Site visits were made to five prospective campground locations for feasibility advice. Three alteration permits were issued to existing campgrounds for expansion properties. Special camping area permits were issued to seven properties for temporary camping at shopping centres and at festival sites.

## MARKETING DIVISION

### Literature

In 1987 this Division produced 418,954 copies of the Nova Scotia Travel Guide; 75,076 copies of the Sports and Activities Guide and 390,000 copies of the Nova Scotia Highways and Byways map.

Some 205,000 travel guides were distributed through Nova Scotia's network of tourist information centres with the remainder distributed through municipal tourist information centres and to potential visitors who requested literature by mail. The travel guide also contained 282 advertisements placed by Nova Scotia's tourism industry.

### Familiarization Tours

| Person | Duration of FAM | Origin |
|---|---|---|
| Association of Retail Travel Agents Group of 20 | 2 | California |
| Australia MEdia Group of 5 | 3 | Freelance Writer Australia |
| Ottmar Bierwagen | 4 | Freelance Photographer, Toronto |
| Pamela Bone | 2 | Freelance Writer, Australia |
| Tom Bross | 2 | Freelance Writer |
| Gerry Brimacombe | 2 | Freelance Photographer, Minnesota |
| Jerry Waldrotter Tour Operator | 3 | Crawford Tours Buffalo, NY |
| Canadian Airlines Group of 7 | 2 | Travel Agents Scotland |
| Jerry Cias Publisher | 5 | Travel Times El Dorado Hills, CA |
| Nan Drostick | 9 | Freelance Writer, New Jersey |
| Fern Eckman | 10 | Freelance Writer, New York |
| Daniel Feist | 2 | Radio Broadcaster, Montreal |
| Mark Fargo Tour Operator | 5 | Freedom Tours Massachusetts |
| Stephen Foehr | 7 | Freelance Writer, Colorado |
| Daniel Grotta | 1 | Freelance Writer, Foder's Guide New York |

| | | |
|---|---|---|
| Heritage Travel<br>Group of 20 | 3 | Travel Agents<br>Boston |
| Walter Hackett | 2 | Boston Globe |
| Dr. Esther Roberts<br>Tour Operator | 5 | New Hampshire |
| Muriel Jacobs | 5 | Freelance Writer<br>New York Times<br>Country Inn Magazine |
| James Johnston | 1 | Bislandis Travel Service<br>Renfrew, Scotland |
| Dale Keiger | 5 | Freelance Writer<br>Cincinnatti, Ohio |
| Jean Lunger | 4 | Freelance Writer, Seattle |
| Richard Magruder | 4 | Freelance Writer<br>Atlanta, Georgia |
| Brian Milne | 12 | Freelance Writer<br>Equinox Magazine |
| Cathy Coughlan<br>Tour Operator | 5 | Northeast Tours<br>Cape Cod |
| Bob O'Sullivan | 6 | Freelance Writer, Los Angeles |
| Fred Pratson | 2 | Freelance Writer, Boston |
| Bill Richards<br>Tour Operator | 7 | Hello America Tours<br>Madison, Wisconsin |
| Monda Rosenberg | 4 | Chatelaine Magazine<br>Food Editor |
| Frank Williams<br>Tour Operator | 5 | Silver Fox Tours<br>Atlantic City |
| John Spare<br>Tour Operator | 2 | Sparetime Travel<br>Buffalo, NY |
| Geoff Steven | 2 | Broadcaster, New Zealand |
| Bill Scheller | 2 | Freelance Writer, Boston |
| Robert Turnbull | 3 | Freelance Writer, Ontario |
| Karl Teuschl | 2 | Freelance Writer, Germany |
| UTL Holidays<br>Group of 25 | 2 | Travel Agents<br>California |
| Jerry Watkins | 7 | Freelance Writer<br>Fort Worth, Texas |
| Tom Warden | 5 | TV Broadcaster, Boston |
| Dr. Morton Walker | 9 | Freelance Writer, Connecticut |
| Anne Gillespie Lewis | 6 | Freelance Writer, Minnesota |
| Ross Barnett | 14 | Freelance Writer, Australia |

**Outdoor Familiarization Tours**

| Person | Duration of FAM | Origin |
|---|---|---|
| Mr. & Mrs. Michael Garzillo | 6 | Freelance Photojournalists |
| Eric & Ruth Bailey | 6 | Freelance Photojournalists |
| William Lowry | 10 | Freelance Photojournalist |
| Sir Peter Gadsden | 6 | Former Lord Mayor of London, England |
| Warren McGranahan | 6 | New Hampshire Outdoorsman |
| Lenny Clarke | 9 | WRNS Cable TV |
| Bob Michelson | 8 | New England Sports Network |
| Jack Fallon | 6 | Salt Water Sportsman |
| Bill Stone | 6 | Salt Water Sportsman |
| Jack Swedberg | 6 | Freelance Writer |
| Bill Carney | 5 | Northshore Sportsman |
| Jim Bashline | 8 | Field & Stream |
| Sylvia Bashline | 8 | Executive Director OWAA |
| Mike Lezama | 4 | Air Canada |
| Angelo Sakelarios | 6 | Salem Observer |
| Doug Jowett | 5 | L.L. Bean Ltd. |
| Joe Reynolds | 6 | Field & Stream |
| Thom Olink | 13 | Haagsche Courant |
| John Higley | 6 | Petersen's Fishing Journal |
| Tim Jones | 6 | Fins & Feathers |
| Joel & Lillian Fawcett | 6 | Freelance Photojournalists |
| Paul Fuller | 6 | Eastern Fishing & Outdoor Expo |
| Ted Ross | 2 | *Ski Magazine* |
| Nick Roggerman | 14 | Canadian International Airlines |
| Don Ecker | 7 | New Jersey Record |
| Barbara Leonard | 10 | Trailer Life |
| John Rouel | 10 | Cheche La Peche |
| TV Film Crew | 5 | *TV Osaka* |
| Dix White | 6 | North East Woods & Waters |
| Richard Miller | 4 | Town & Country |
| Art Delorto | 6 | North East Woods & Waters |
| Rip Coleman | 6 | Freelance Writer |

**Convention Development and Sales**

The World Trade and Convention Centre, Halifax, has assumed the major portion of convention development and sales, in liaison with the Nova Scotia Department of Tourism and Culture which offers support services to conventions both in and out of province. Tourist literature and promotional materials were supplied to delegates attending in-province conventions, conferences, seminars and small meetings. Promotional material was also supplied to Nova Scotia delegates attending out-of-province conventions to assist them in efforts to encourage national and international organizations to consider Nova Scotia as a future convention site.

Halifax continued to be the major convention destination with smaller conventions held in Sydney, Truro, Yarmouth, Amherst, Dartmouth, Baddeck, Digby and Antigonish.

Enrollment in "The Order of Good Time" exceeded 30,000 and the promotional feature continues to be a popular element with convention delegates.

**Editorial Services**

In April of 1987, responsibility for the Editorial Services section was assumed by the Marketing Division. More emphasis was placed on the media liaison and public relations aspect of the function and less on the feature-writing aspect.

In February, the Editorial Services writer took part in Dateline Canada, a media marketplace held in Boston and New York, sponsored by Tourism Canada.

The Editorial Services section researched and produced eight feature stories on Nova Scotia during the 1987–88 fiscal year and distributed them to about 650 English newspapers and other publications across North America. The section also produced photographs to accompany seven of these feature stories.

Clippings provided by an American and Canadian clipping service show that at least 68,328 lines of editorial and pictoral copy produced and disseminated by this section were used verbatim in various provincial, national and international publications. This copy has an estimated value of $184,485 in terms of cost of the same amount of advertising

space. When the credibility factor—the believability of editorial copy in comparison to advertising copy—is taken into consideration the value is closer to $737,942.

The Editorial Services Section maintained close liaison with Tourism Canada and a growing number of travel writers across North America as well as Europe. Ideas, information and research was provided to assist them in producing articles on Nova Scotia, promoting this province as a travel destination.

The section also continued to carry out such regular functions as researching and writing speeches for senior officials of the department, preparing and distributing departmental press releases, maintaining clipping files and monitoring usage and value of the section's editorial material, as well as assisting other departmental divisions in audio-visual and promotional efforts, including the production of the department's major publication—the annual Travel Guide.

The section also produced material for broadcast on three metro area radio stations promoting Nova Scotia.

**Research Section—Tourist Data Summary**

Approximately 1,197,100 non-resident overnight tourists visited Nova Scotia between May 15 and October 31, 1987 (up 2.8 percent from 1986). These visitors are estimated to have spent $253,000,000 in Nova Scotia.

Automobile traffic accounted for 66 percent of these travellers, while air traffic accounted for 20 percent, with the remainder divided between motorcoach and recreational vehicles.

Of these visitors to Nova Scotia, 37 percent came on holiday/vacation, 35 percent came to visit friends and relatives and 17 percent were on business. The remaining 11 percent came for shopping, festivals and events and outdoor recreation.

Room sales in 1987 totalled 2,017,000 for Nova Scotia's commercial accommodation establishments (up 4.6 percent from 1986). This resulted in a provincial occupancy rate of 55 percent. Area association occupancy rates ranged from 46 percent to 62 percent.

Total travel related expenditures in Nova Scotia during 1987 reached $700 million.

## PROVINCIAL RESORT HOTELS DIVISION

During the fiscal year ending March 31, 1988, Nova Scotia's provincial resort hotels continued to attract tourists and visitors. Located in three distinctively different travel destination regions of the province, they combined to record house counts totalling more than 59,000 guests.

These resorts also maintained their high standards of excellence in guest satisfaction while continuing to enrich their respective communities both as employers and as users of local goods and services.

Seasonal operation of **The Pines Resort Hotel** in Digby began on June 1, 1987 and concluded October 14, 1987. This property recorded an occupancy of 72.2 percent throughout this period compared to 72.7 percent in 1986.

**Keltic Lodge** in Ingonish Beach also opened for guests on June 1 and closed for the summer season on October 17. Occupancy for this period was 81.5 percent, down .3 percent from the previous year.

**Liscombe Lodge** at Liscomb Mills began operations on June 1 and closed on October 19. This resort hotel's occupancy declined by 2.9 percent from last year's 88.6 percent.

In total, the provincial resort hotels averaged occupancy of 79.8 percent in 1987 compared to 81.0 percent for the 1986 season.

Responses from guests continued to be monitored on a regular basis from guest comment cards placed in the rooms. The following statistics were obtained.

- 91 percent of guests who responded stated that staff courtesy and efficiency were excellent while another 8.4 percent said they were very good or satisfactory.

- 85.5 percent of respondents indicated that room accommodation and housekeeping were excellent and another 11.7 percent stated they were satisfactory.

- 82.3 percent of respondents said that restaurant and beverage services were excellent and 12.3 percent viewed them as very good or satisfactory.

- Food presentation and quality received an excellent rating from 86 percent of the respondents and another 10.6 percent regarded this service as very good or satisfactory.

The overall response to hotel services was highly favourable in all categories, with only 3.1 percent of the respondents expressing dissatisfaction.

These comments indicate that the resort hotels are consistent in their endeavour to exceed the expectations of their clientele—making their stay as pleasurable as possible, notwithstanding that numbers of students employed for the summer return to their studies up to six weeks before the end of the season.

The Provincial Resort Hotels also continue to improve their grounds, facilities and service requirements. This ensures tourism attractiveness for their respective communities and maintains their industry rating and international standing and reputation as premier resorts.

This year **The Pines Resort Hotel** completed the refurnishing of all guestrooms in the main hotel building (exclusive of its suites) and installed television units in each room. The chimney maintenance and roof reshingling program for its thirty cottages was finished and a start was made on the refurbishing of the interiors of these single and multi-bedroom units by replacing some of the carpeting. A distinctive and uniform signs replacement program was begun this year and two of the hotel's service vehicles were replaced by trade-in. The hotel has also purchased special telephone devices and closed caption television equipment to assist communications needs for the hearing disabled.

The first annual Canadian Airlines International Golf Classic was held at the **Pines Golf Course** on July 23–25, 1987. This fund raising celebrity event was developed to assist amateur sport in Nova Scotia. The transition of responsibility to the Department of Government Services for greenskeeping and maintenance of this 18-hole, pro-operated golf course was also finalized this year.

At **Keltic Lodge** major renovations were made to drygoods and refrigerated food storage areas in the main lodge building. There was also functional improvements to areas required for the staff cafeteria, the butcher shop, shipping, receiving and refuse collection. There were also significant improvements to work station areas of the main kitchen and

the installation of a new steam table. A new emergency power standby generator was installed in this building and the exterior of this facility was repainted.

Other improvements throughout this property included renovations to the Argyle and Montrose men's residences, installation of additional protective fencing in various areas, reshingling and interior renovation of sections of the Ceilidh Hall recreational building, and the installation of a wheelchair access ramp to this facility. Carpeting, chairs and tables were replaced in the Atlantic Restaurant and refrigeration and freezer storage areas were upgraded.

This property has now acquired television sets for all of its guest accommodations and has also purchased devices to assist telephone communications by deaf persons. In addition, all telephone receivers in the hotel system were modified to improve use for the hearing impaired.

The 1987–88 ski season operation of **Keltic/Cape Smokey** started December 23, 1987 and the ski hill was still operational at the end of the fiscal year. The White Birch Inn and the Atlantic Restaurant opened January 8, 1988 and closed March 19, 1988.

There were 95 ski days this season as compared to 77 last year. Skier attendance increased by 46.5 percent to 25,039 skiers notwithstanding that there is no night-time skiing at Cape Smokey.

Some access and functional rearrangement and improvements were made in the kitchen, storage and food service areas of the ski lodge. A new drive motor was installed to operate the 4000 ft. 100-unit double seat chairlift.

At the close of this fiscal year the construction of the 30 additional new units of accommodations, meeting and convention space, and the major renovations to the existing main lodge building at **Liscombe Lodge** which houses reception, dining, kitchen and administration services, were reaching their final stages of completion for a scheduled June 1988 opening.

Other developments undertaken at this property during the year included exterior painting of cottage and chalet accommodations; the burying of some unsightly overhead power lines; the upgrading of bathroom facilities in the fifteen chalet units; the paving of parking areas and

some roadway sections and the continued program of upgrading the appearance of the grounds.

In addition to other general property inprovements at the Marina, the lodge acquired a 17 ft. power boat for its fishing and sightseeing charter operations on the Liscomb River.

**PROVINCIAL RESORT HOTELS OPERATING PROFIT (LOSS)[1] 1987**

| | Revenue | Expenditure | Excess of Revenue over Operating Expenditure |
|---|---|---|---|
| The Pines Resort Hotel | 2,459,155 | 2,326,681 | 132,474 |
| Keltic Lodge[2] | 2,631,412 | 2,617,640 | 13,772 |
| Liscombe Lodge | 578,024 | 613,919 | (35,895) |

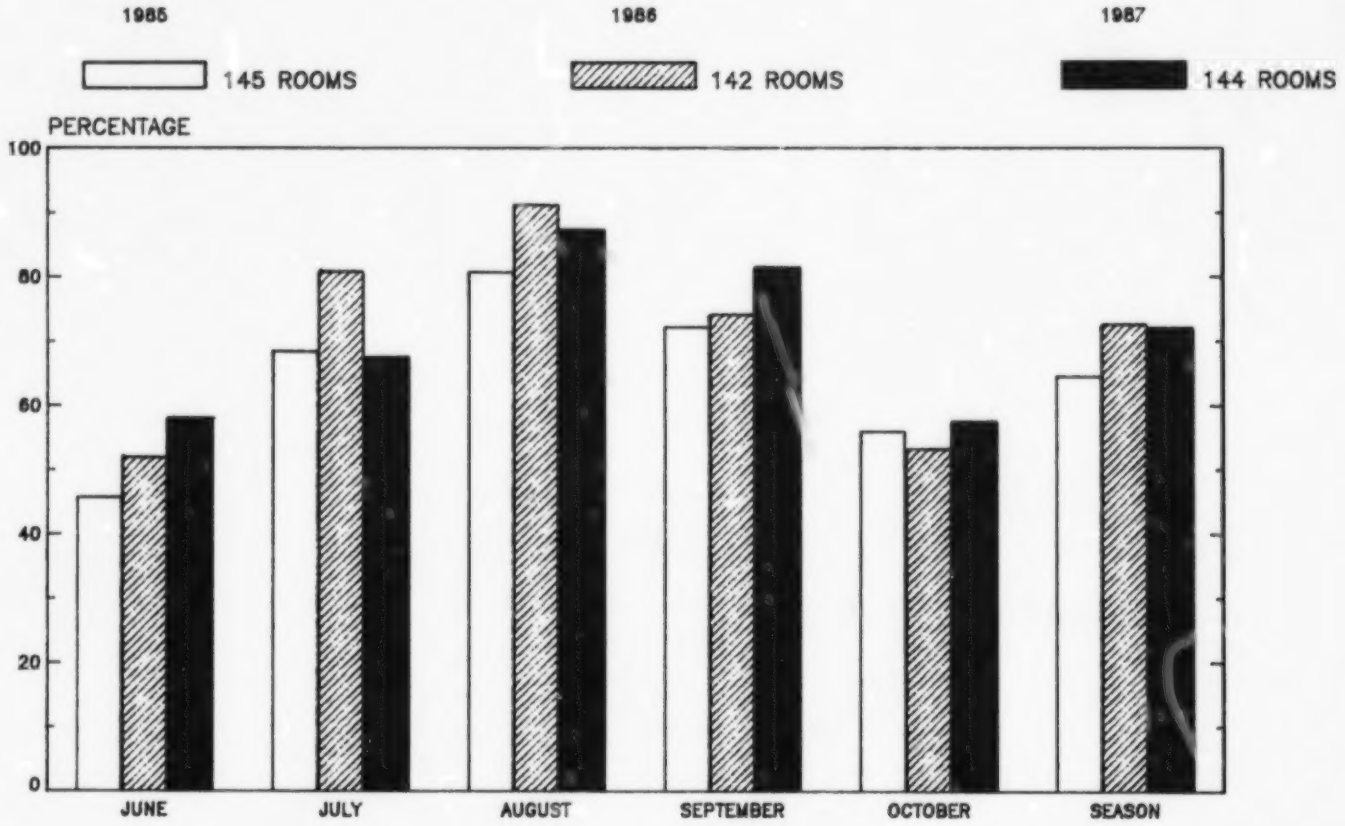
[1] These figures are presented on the same basis as those in the Public Accounts of the Province of Nova Scotia as prepared by the Department of Finance.

Certain expenses incurred on behalf of resort hotels were charged to the accounts of other government departments.

[2] Includes Cape Smokey ski operation.

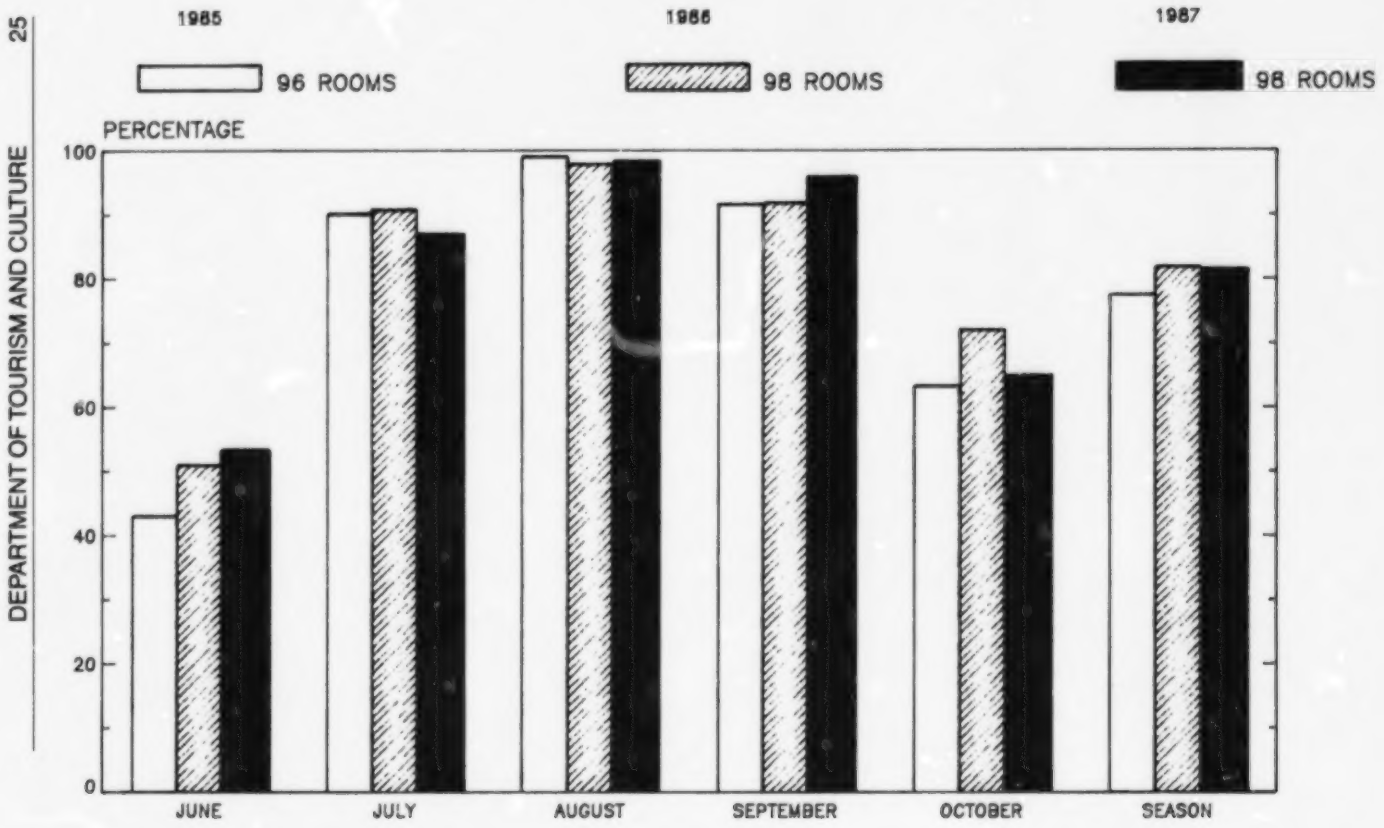
## OCCUPANCY

### THE PINES RESORT HOTEL



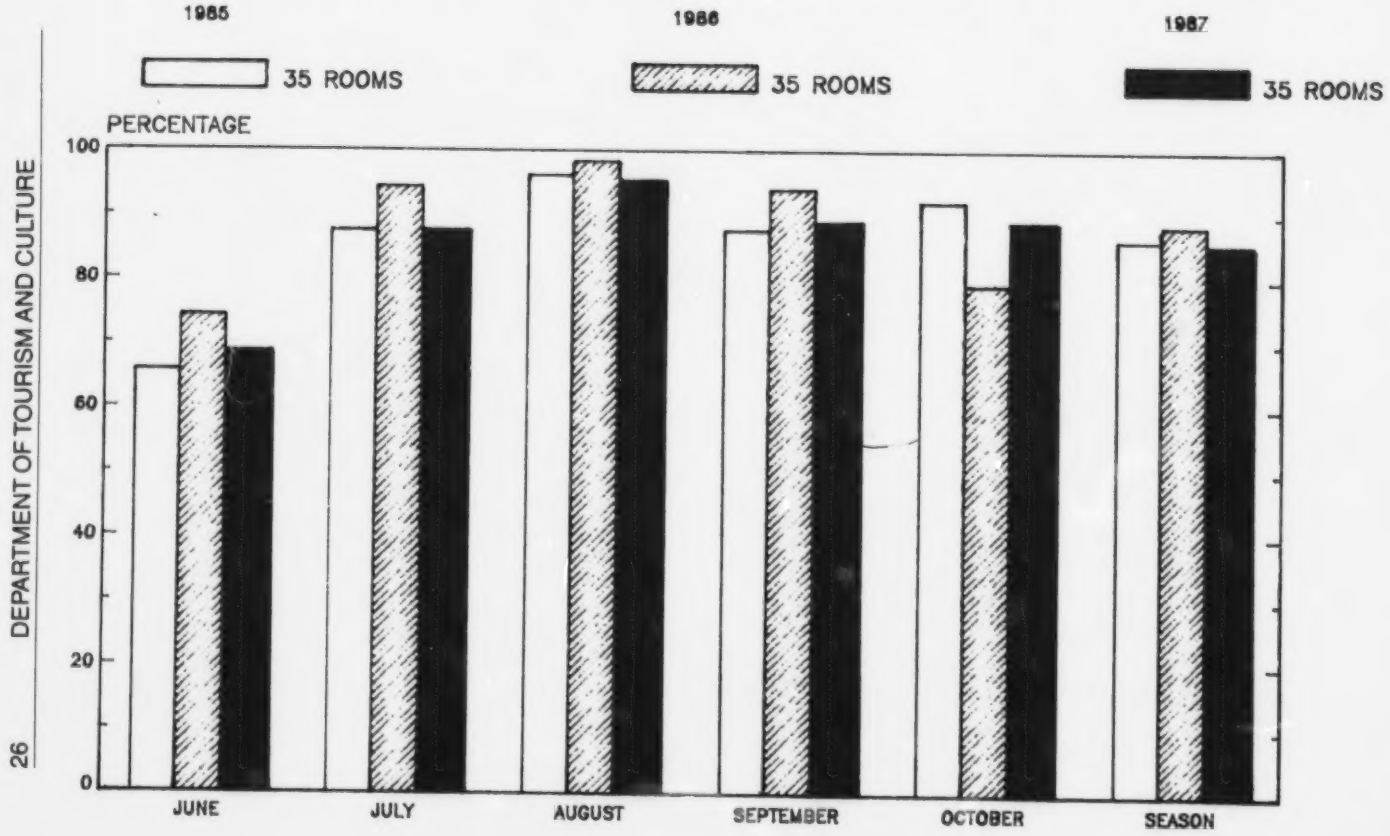
# OCCUPANCY

## KELTIC LODGE



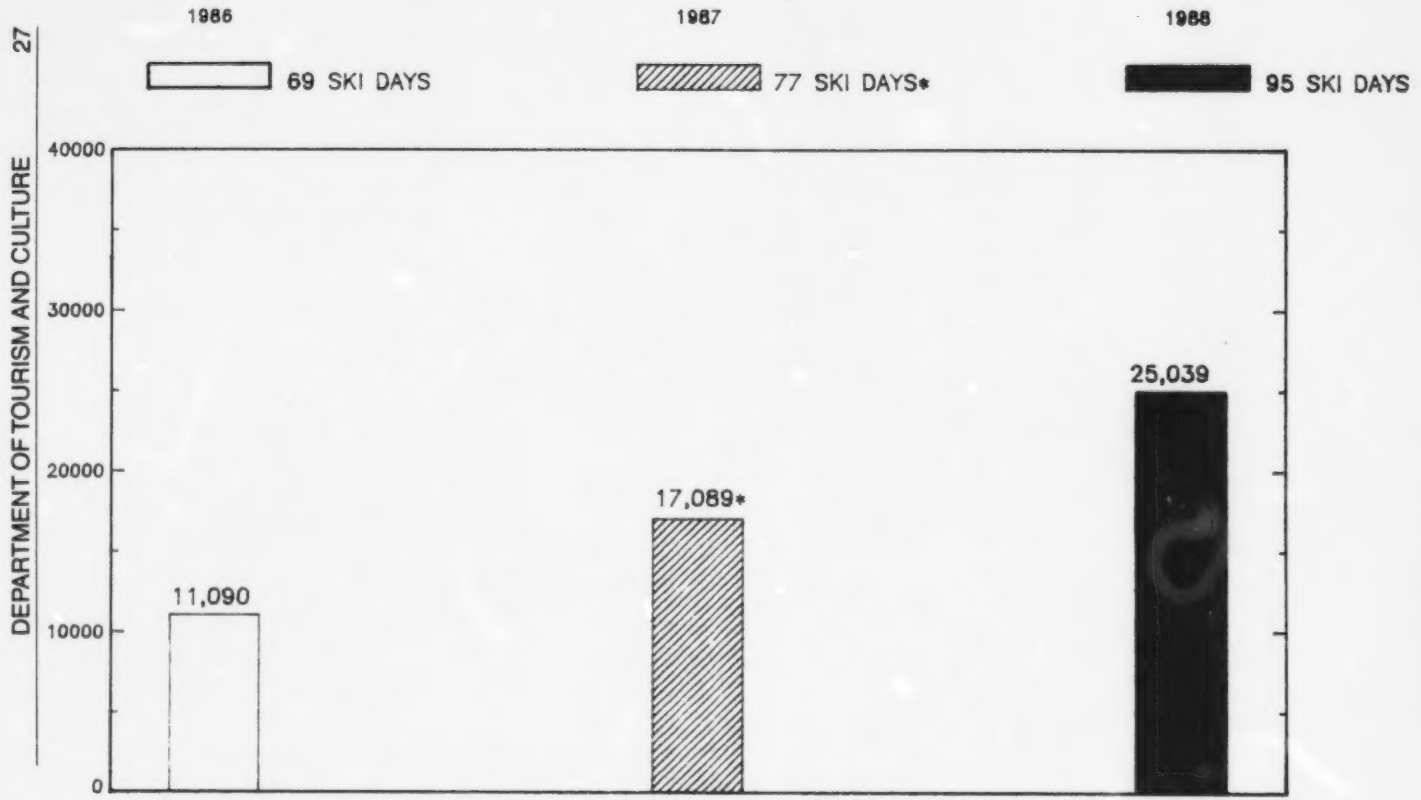
## OCCUPANCY

### LISCOMBE LODGE



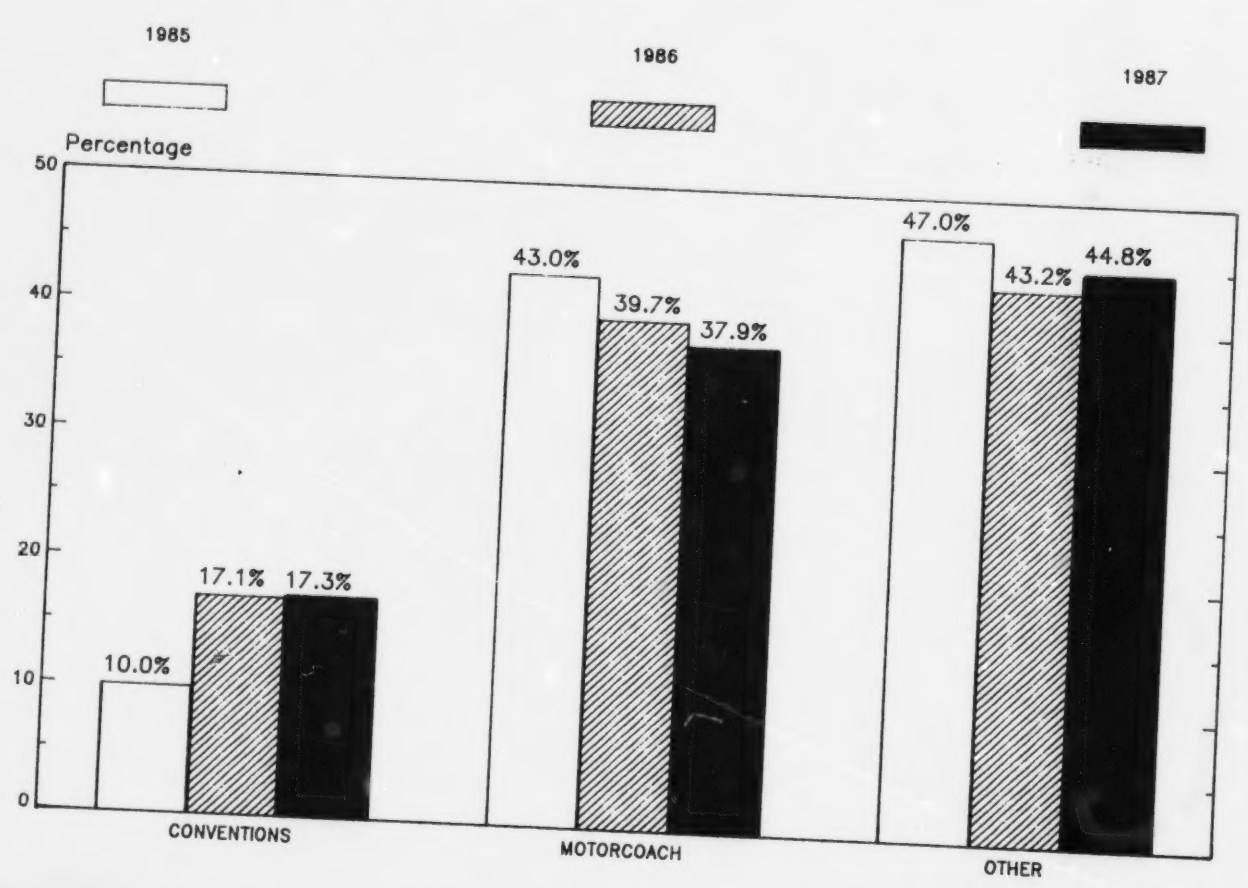
# CAPE SMOKEY SKI OPERATIONS

## NUMBER OF SKIERS




*Excluding Canada Winter Games
February 14 – 20, 1987

## Origin of Business For The Provincial Resort Hotels



## TRAVEL INFORMATION DIVISION

### Information Centres

Twelve information centres are operated by the Travel Information Division. Four of these centres are open year round: The Red Store in Halifax's Historic Properties, the Amherst centre at Fort Lawrence, on the New Brunswick/Nova Scotia border, the information counter in the Halifax International Airport, which is completely funded by the federal department of Transport, and the Portland, Maine office, which this year became part of the Travel Information Division.

Prior to the summer season, training workshops were conducted at each of the information centres to improve the level of counselling techniques. The counsellors employed by this division advise visitors of what there is to see and do throughout the province as well as in the immediate area in which the visitor plans to travel. Counsellors encourage visitors to remain in the province longer or to return in the future to visit those areas they may have missed. Visitors may also make hotel, motel or campground reservations through the Check In system at most of these centres.

A five-year plan toward the continuous improvement of both buildings and grounds was initiated. Also for the first time currency exchange outlets were opened in both the Amherst and Yarmouth Centres.

### Red Store—Historic Properties

The information centre at Historic Properties in downtown Halifax has completed its thirteenth year of operation. The centre is located in the Red Store Building on Privateers Wharf adjacent to the permanent berth of Bluenose II. The centre is maintained year-round by four permanent staff members. Additional casual staff members are employed for the peak tourist season.

During this reporting period 107,574 visitors were welcomed here. The staff also processed 43,917 phone calls and 46,385 mail inquiries.

### Distribution Centre

Approximately 4,263,700 pieces of Department of Tourism and Culture and private sector literature were distributed to department visitor information centres, municipal tourist bureaus in Nova Scotia, travel agents,

tour wholesalers, automobile clubs, rotary exchange, Canadian embassies and trade commissions.

The Distribution Centre filled requests for tourist information received by Check In, the Red Store and Head Office by passing more than 80,583 pieces of mail through the mailing machine, as well as by sending more than 1,346 freight shipments to satisfy bulk requests. In addition to this, numerous letters were mailed in response to inquiries that could not be dealt with by literature alone.

The Distribution Centre shipped more than 139,200 information kits to be used by the Portland Office, as well as more than 127,500 kits which were mailed to various addresses in Canada, the United States and overseas.

**Portland**

The Portland, Maine office of the Nova Scotia Department of Tourism and Culture operates on a year round basis.

During 1987–1988, it was staffed by two permanent employees and ten temporary staff during the summer and served as the terminus for the U.S. WATS lines operated by the department. It also acted as a distribution centre for our literature in the U.S. and as a Tourist Information Centre.

During this fiscal year, the Portland office processed 98,012 inquiries comprised of 42,035 mail inquiries, 49,035 telephone inquiries and 6,734 walk-in visitors. As a result of these inquiries, 129,430 information kits were mailed out and 9,903 reservations were completed.

**General Data, Visitor Information Centres**
**April 1, 1987—March 31, 1988**

| Location | Season | Services Offered | Visitors Assisted | Reservations made through Check Ins |
|---|---|---|---|---|
| Airport Counter | Year Round | Information Counter | 42,185 | — |
| Amherst | Year Round | Information Counter, artifacts and displays theatre, piper, Check In and currency exchange | 203,698 | 1,934 |
| Annapolis Royal | May 8–Oct. 16 | Information Counter | 40,929 | — |
| Tidal Power Antigonish | May 16–Oct. 16 | Information Counter, display | 26,362 | 922 |
| Digby | May 18–Oct. 16 | Information Counter, display area | 26,938 | — |
| Halifax Red Store | Year Round | Information Counter, display area, Check In | 107,574 | 683 |
| Hwy. 102 at Airport | June 5–Sept. 16 | Information Counter | 24,643 | — |
| Pictou | May 18–Oct. 16 | Information Counter, piper | 51,586 | 706 |
| Portland | Year Round | Information Counter, display area, Check In | 6,734 | 9,903 |
| Port Hastings | May 18–Oct. 6 | Information Counter, display area, Check In | 75,790 | 3,011 |

**General Data, Visitor Information Centres**
**April 1, 1987—March 31, 1988**

| Location | Season | Services Offered | Visitors Assisted | Reservations made through Check Ins |
|---|---|---|---|---|
| Wood Islands | June 15–Oct. 9 | Information Counter, display area, Check In, theatre | 42,674 | 1,408 |
| Yarmouth | May 4–Oct. 31 | Information Counter, artifacts and displays, Check In, currency exchange | 67,006 | 706 |

## CULTURAL AFFAIRS DIVISION

The Cultural Affairs Division supports the development of culture for the economic and social enrichment of all Nova Scotians. It provides grants, based on policy guidelines to individuals and organizations, and develops programs and services in a wide variety of cultural areas.

Up until November 1987, the Cultural Affairs Division operated as part of the former Department of Culture, Recreation and Fitness. After that time, the division functioned as part of the new Department of Tourism and Culture.

### Cultural Programming

Annual operating grants were provided to eight cultural federations, umbrella organizations which represent to the department and general public the interests of arts organizations and individuals within the separate disciplines. The eight federations are:

Dance Nova Scotia
Federation of Nova Scotian Heritage
Multicultural Association of Nova Scotia
Nova Scotia Choral Federation
Nova Scotia Designer Crafts Council
Nova Scotia Drama League
Visual Arts Nova Scotia
Writers' Federation of Nova Scotia

The operating grant to the service organization of the federations, Cultural Federations of Nova Scotia was substantially increased. This allowed the organization to broaden and redefine its mandate to include programming to promote general cultural awareness in Nova Scotia.

A number of grants are provided annually to a variety of cultural organizations and institutions to assist in their operational costs. The following organizations were assisted in the 1987/88 fiscal year: the Gaelic College Foundation for the operation of a program of Celtic arts; the Nova Scotia Highland Village Society for operations of the museum; the Black Cultural Society to support the costs incurred by the Black Cultural Centre; the Confederation Centre of the Arts in Charlottetown, Prince Edward Island, as Nova Scotia's continuing support to this important national cultural institution; the Nova Scotia Debating Society to assist with its program, aimed primarily at high school students; and the

Council of Nova Scotia Archives, an organization which links public and privately funded archives and assists in archival projects.

An annual grant was also provided to the Nova Scotia Talent Trust to continue its program of scholarships to Nova Scotians undertaking post-secondary professional study in the arts.

Through an annual grant to the Provincial Conservation Committee, the department provided assistance to a number of conservation activities related to artifacts, works of art and/or historic documents.

This year the department provided a grant to the Anne Murray Centre Society for the operation of the centre in Springhill. This year the department also provided a grant to the Motion Picture Heritage Fund of Nova Scotia to assist in the acquisition and preservation of motion picture and video tape material relevant to the heritage of Nova Scotia.

Through the Writers-In-The-School program, jointly managed by the department and the Writers' Federation of Nova Scotia, 22 Nova Scotian authors and a visiting Canadian author made a total of 44 visits to 15 high schools and 29 elementary schools—reaching 3,000 students.

This year, for the first time, the policy, "Skills Development for Professional Artists and Resource Persons", was administered as a competition, with grant recommendations being made by an advisory committee. A total of 16 individuals were assisted to further professional training in their chosen area of study.

Two meetings of the Atlantic provinces cultural directors were held in Fredericton and Halifax to co-ordinate cultural programs and review policies of the four Atlantic provinces.

Funding was also provided to nine different cultural projects in the multicultural and heritage areas.

The division also acquired a microcomputer for use in cultural statistics, division administration and the Heritage Property Inventory.

**Cultural Industries**

This program provides funding to assist the publishing and filmmaking industries to undertake projects that create and maintain employment for artists and result in economic and cultural benefits to the community.

*Publishing*

This year the department, responding to publishers' expressed needs, instituted a program of "block grant" funding for trade publishers. This program provides a sum of money to eligible publishers to be applied to any of the firms' activities in the following year. The figure is based on production costs of eligible books for the previous year. This form of funding allows trade publishers to strengthen their industrial base, become more competitive in the marketplace and increase the number and quality of books. The following seven publishers received block grant funding:

Formac Publishing Company Ltd.
Four East Publications
Lancelot Press Ltd.
Les Editions Lescarbot
Nimbus Publishing Ltd.
Pottersfield Press

The previous program of project grants to trade publishers for individual books was continued with one grant being awarded this year.

An annual grant was provided to the Atlantic Publishers Association to assist with the professional development of its members and with promotion of books from Atlantic Canada. Two additional book promotion projects were assisted: *The Atlantic Provinces Book Review*, and a catalogue of regional books, produced by the Atlantic Provinces Booksellers Association.

The grant program to assist publishers of literary, arts and heritage related periodicals continued, assisting six magazines this year:

*The Antigonish Review*
*ArtsAtlantic*
*Cape Breton's Magazine*
*Pottersfield Portfolio*
*New Maritimes*
*Nova Scotia Historical Review*

Two magazines also received special assistance for color reproductions of the work of Nova Scotian artists.

Two competitions were held this year for the grant program to assist

professional writers with the costs of completing a manuscript in which a trade publisher has expressed serious interest. Out of 19 applications, six writers were awarded grants on the recommendation of the Advisory Panel.

*Film*

The Film Resources Centre (Film Nova Scotia) continued its work funded by a grant from the department to the Film Nova Scotia Society. The purpose of the centre is to promote on-location filmmaking in Nova Scotia by major studios and to develop work opportunities in the film industry for provincial actors and film crews.

Two films in which the department invested in 1986/87 were chosen for exhibition at the 1988 Berlin Film Festival, including *Life Classes* which was chosen to represent Canada in the competition program. The department provided assistance to these two companies to travel to Berlin and co-hosted with the Atlantic Independent Film and Video Association, a send-off reception.

The program in support of companies or individuals in the development of filmscripts provided grants to assist in researching and writing four filmscripts. The department also provided a substantial grant to Atlantic Festival Atlantique, the region's major film and video festival held in Halifax.

The department also assisted in the following projects: a catalogue of Maritime film and stage talent; an industry information session for actors and film producers; and the official opening of Wormwood's Dog and Monkey Cinema at its new location.

**Performing Arts Section**

The Performing Arts Section administers the provision of grants and developmental programs which facilitate activity in the performing arts and encourages the presentation of live performances in communities throughout Nova Scotia.

During the 1987–88 fiscal year, the increase in client activity in Nova Scotia, across Canada and in international markets continued. At the same time, a certain amount of the section's time was devoted to the restaffing necessitated as 40 percent of the section's staff changed.

In addition to regular duties involving the operating of standard departmental programs, professional staff undertook significant roles in a variety of ongoing and special projects. These roles included the Federal/Provincial Steering Committee on Economic Dimensions of the Culture Sector, organization and production of an Atlantic Canada talent showcase for a delegation of cultural officials from the USSR, organization and production of performances associated with the repatriation of Nova Scotia's Royal Charter to Annapolis Royal, co-ordination of two workshops presented by the Canada Council Touring Office and work with the Nova Scotia Talent Trust.

*Community Programs*

The Performing Arts Section administers a variety of programs which foster the development of performers and performance groups at the community level. The program which is accessible to the widest spectrum of groups, both amateur and professional, is "Assistance to Performing Arts Workshops". The workshop program provides honoraria assistance to the professional resource people to work with either community or professional groups. A total of 1,684 hours of workshop activity was supported by the department in the disciplines of theatre, dance and music. This included support for professional script development workshops and for adjudication and animateur services at community festivals.

Many of the programs support specific types of activity, although most of these are accessed by all performing arts disciplines. These programs and the number of groups supported under each were as follows:

Assistance to Community Bands—36
Community Performing Arts Festivals—5
New Community Groups—6
Out-of-Province Travel—10
Assistance for Guest Artists—2
Special Projects—7
Operating Assistance—1

The officer responsible for community programs maintained regular contact and provided consultation with a number of provincial organizations and events including Federation of Music Festivals of Nova Scotia, Nova Scotia High School Drama Festival, Nova Scotia Dance Federation, String Music Atlantic, Nova Scotia Youth Orchestra, Highland Dance

Competitions Organization of Nova Scotia and Nova Scotia Pipers and Pipe Band Association. He has also assisted the performing arts cultural federations, Dance Nova Scotia, Nova Scotia Drama League and Nova Scotia Choral Federation with their ongoing programs and special activities.

*Professional Performing Arts Programs*

The Head of Performing Arts continued to be actively involved with boards of performing arts organizations, serving as provincial representative on the boards of Symphony Nova Scotia and Mermaid Theatre of Nova Scotia and doing board development work with organizations in Halifax, Windsor, Yarmouth, Middle Musquodoboit and Pictou.

Operating grants were provided to Symphony Nova Scotia, Neptune Theatre, Mermaid Theatre of Nova Scotia, Mulgrave Road Co-Op Theatre, Scotia Festival of Music, Ship's Company Theatre and Dramatists' Co-op of Nova Scotia. A total of 20 special project grants were provided to 17 organizations. The major area of increased activity involved summer performance festivals.

Five projects received commissioning grant assistance while both the National Theatre School and the National Youth Orchestra received assistance to National Training Institutions.

Marketing support continued with Mermaid Theatre receiving funds to help cover the cost of a Pacific Rim pre-tour which led to the successful booking of a tour for 1988–89 which will include dates in Japan, Australia, Hawaii and at the Lincoln Centre in New York. During 1987–88, Mermaid will tour in Nova Scotia, across Canada and throughout the eastern United States. A grant was also provided to Youth and Music Canada to assist with the costs of showcasing Symphony Nova Scotia's principal oboe, Suzanne Lemieux. Other Nova Scotian companies touring outside the province included Rita MacNeil, Jest in Time, Fool's Paradise, Terry Kelly and Maritime Marionettes.

As further support for the performing arts market in Nova Scotia, the department continued the program (introduced in 1986–87) to assist regional performing arts centres with the cost of employing professional managers. The section continued to work with these five managers working in communities from Yarmouth to Glace Bay to develop the provincial touring network.

*Touring*

The touring of professional performing arts was supported through an operating grant to the Performing Arts Sponsors Organization of Nova Scotia, through touring grants to Neptune Theatre and Symphony Nova Scotia and through shortfall assistance to community sponsors. Under the Community Sponsors Program, a total of 126 performances were assisted, involving 37 sponsoring organizations within 32 communities throughout the province; a total of 13,818 Nova Scotians attended these performances. As part of their basic operations, both Mermaid Theatre and Mulgrave Road Co-op Theatre provided touring performances to audiences in all parts of Nova Scotia.

The Provincial Performance Tour Program provided opportunities for ten different companies (nine of whom were Nova Scotian based) to give a total of 156 performances and an additional 123 workshops. In total, 32,902 predominantly school age audience members enjoyed performances presented in conjunction with this program.

During the 1987–88 fiscal period, the Cultural Services Officer responsible for touring and research worked in conjunction with the federal department of External Affairs to organize and produce a special showcase of Atlantic Canadian talent for presentation to a visiting delegation of cultural officials from the USSR. The officer organized, in conjunction with the Canada Council Touring Office, a developmental workshop on marketing specifically for professional performing arts companies; conducted workshops at contact events in both Ontario and Alberta; completed arrangements regarding all performance aspects associated with the annual "Night of Champions" and was a member of the organizing committee for Contact East '88.

Finally, the Cultural Services Officer responsible for touring and research continued to serve as Secretary to the Nova Scotia Talent Trust, maintained a position on the board of the Performing Arts Sponsors Organization of Nova Scotia and was the department's representative on the Canada Day Committee.

**Visual Arts Section**

The Visual Arts Section develops programs, services, grants and assistance in response to the needs of communities, art institutions, art organizations, and visual artists from the grassroots to the professional level throughout Nova Scotia.

During the 1987/88 fiscal year, the Visual Arts Section established an important contact with VIS-ART Copyright Inc., a copyright collection service working on behalf of Canadian visual artists in the administration of reproductions of their works of art. The head of the Visual Arts Section participated in a panel discussion at the National CARFAC Conference in Church Point, Nova Scotia. The theme was "Action Now: A Symposium on the State of the Visual Artist". The Visual Arts Section also represented Nova Scotia on the Intergovernmental Committee on the Status of the Artist and Financing the Arts.

The Visual Arts Section organized an exhibition of works of art from the Nova Scotia Art Bank Collection for the official opening of the World Trade Centre in Halifax. Twenty-five Art Bank loans were organized for government offices. Through the Nova Scotia Art Bank purchase program, 26 works of art were purchased on the recommendation of a three-member jury. All the works of art were photographed and matted and framed according to National Gallery standards.

The Visual Arts Section facilitated the formation of the Nova Scotia Printmakers' Association during the 1987/1988 fiscal year. The Association is addressing the state of printmaking in Nova Scotia and exploring marketing ventures for its members. A major visual art display was organized, by invitation, to visual artists residing in the Valley region of the province, as part of the weekend celebrations for the return of the Nova Scotia Charter in Annapolis Royal. The section co-hosted a meeting of the Canada Council Art Bank in Halifax. Representatives of the Visual Arts Section participated in an Art Education Conference at NSCAD, the CARFAC (N.S.) and V.A.N.S.' Annual General Meetings and participated in meetings with Canada Council and the Department of External Affairs. The Nova Scotia Consultative Committee on Art was active in its review of applications.

Operating grants were provided to four organizations: Centre for Art Tapes, Atlantic Filmmakers' Co-operative, Eye Level Gallery, and the Photographic Guild of Nova Scotia.

Under the Visiting Artists Program, 36 professional artists were employed to conduct the same number of sessions at schools throughout the province. Under the Workshops program, 30 resource artists were employed to conduct community fine art workshops.

The section provided grants to 24 professional artists to assist in the preparation and mounting of solo exhibitions in art galleries. Four art galleries were assisted with the costs of mounting exhibitions of the work of five Nova Scotia artists.

The section also provided grants to four visual arts projects under the Fine Art program.

**Heritage Section**

The Heritage Section's primary responsibility is the administration of the Heritage Property Act of 1980.

*Heritage Property Act*

The purpose of the Act is to provide for the identification, designation, preservation, protection and rehabilitation of buildings, streetscapes and areas of historic, architectural or cultural value and to encourage their continued use.

*Advisory Council on Heritage Property*

The main role of the Advisory Council is to advise the Minister responsible for the Heritage Property Act on what buildings, streetscapes and areas should be included in the Provincial Registry of Heritage Property. It also advises the Minister on applications for permission to substantially alter or demolish a provincial heritage property.

*Provincial Registry of Heritage Property*

A total of 13 properties were registered from April 1, 1987, to March 31, 1988:

—Centenary United Church, Granville, Annapolis County
—Sanford Barn, Medford, Kings County
—Port Medway Meeting House, Brooklyn, Queens County
—The Esker, Sable River, Shelburne County
—The Locke Homestead, Lockeport, Shelburne County
—William Stalker Homestead, Lockeport, Shelburne County
—Jacob Locke Homestead, Lockeport, Shelburne County
—Gurden Bill Homestead, Lockeport, Shelburne County
—John Locke Homestead, Lockeport, Shelburne County
—Rose Bank Cottage, Musquodoboit Harbour, Halifax County

—Stewart House, Grand Pre, Kings County
—Covenanter Church, Grand Pre, Kings County
—Kirk Place, Antigonish, Antigonish County

The five properties registered at Lockeport create the first residential streetscape designated by the province.

*Provincial Heritage Property Plaque Presentation*

During the past year plaques were presented to the owners of the following provincially registered heritage properties:

—Belliveau House, Church Point. Digby County (This property received the first bilingual plaque.)
—St. John's Anglican Church, Port Williams, Kings County
—Pictou County Courthouse, Pictou, Pictou County
—DeWolf House, Wolfville, Kings County
—Randall House, Wolfville, Kings County
—St. Edward's Anglican Church, Clementsport, Annapolis County
—Goodwin House, Habitant, Kings County

*Grants*

A total of 29 grants were approved under policies for the conduct of inventories, conservation plans, conservation assistance for registered properties, and publications.

*Provincial Inventory Project*

This last year saw inventories underway in 22 municipalities; the recording of historical and architectural information on all pre-1914 buildings was completed in Dartmouth, Lockeport, Parrsboro, Town of Pictou and Wolfville. The inventory co-ordinators in the various municipalities submitted 2,012 site forms, bringing the provincial total to 7,051. Most have been put on microfiche and a start made to inputting the data into a computer for analysis of this provincial resource in older buildings.

*Heritage Letter*

The quarterly publication of the *Heritage Letter* continued during the year, with a distribution of 1,200 copies throughout the province.

*Administrative Support for Advisory Council on Heritage Property*

The Heritage Section provided the necessary administrative support for four meetings of the Advisory Council and for its tour of Lunenburg, Queens and Shelburne Counties in June 1987.

*Groups Addressed*

The staff of the Heritage Section addressed 22 groups and municipal councils on the Heritage Property Act. In addition, the Heritage Officer was selected to present a paper on the Provincial Inventory Project in Washington, D.C., at the International Council on Historical Sites and Monuments meeting. Both he and the head of Heritage also presented papers at the Acadia University Conference in October 1987 on the New England Planters in the Maritimes.

*Municipal Heritage By-Laws*

The following municipalities passed by-laws for a total of 34 units that have done so since the Act was proclaimed in 1980:

—Town of Dominion
—Town of Antigonish
—Town of Lockeport

**Production Crafts Section**

The Production Crafts Section—created as a separate section this year—provides services, facilities and assistance to artists, community groups, institutions and producers on matters of craft. The section operates from its office and studios on Grafton Street, Halifax, where it also holds regular courses and workshops.

An operating grant was provided to the Cape Breton School of Crafts, sustaining a regional focus for craft development in Cape Breton.

The developmental aspect of the section's work includes assistance to artists and university galleries for exhibitions, to groups for workshops and developmental projects, and a staff consultancy service. Altogether, during 1987–88, the section directly provided 2,382 hours of casual employment to craftspeople, and assisted 141 projects from which 89,574 members of the public benefited directly.

The section completed a major study of the production craft industry. This study, based on 1983 data, identified 279 craft producers with sales of $10.6m, employing 3,700 people full-time or part-time, and made recommendations for future develoment.

In addition, the section provided indirect marketing assistance through the annual publication of the *Buyer's Guide to Arts and Crafts in Nova Scotia,* which lists crafts producers, craft shops, galleries and artists. Fifty-eight thousand copies were printed and all were distributed, principally to tourists.

The department participated in The Atlantic Craft Trade Show, an annual wholesale craft trade fair, organized by the governments of the four Atlantic Provinces. Besides funding, the Production Craft Section provided the Nova Scotia representative to the committee which sets policy, juries standards and supervises the work of the managing staff. In February 1988, the 11th Annual Show, Nova Scotia provided 87 of the 135 exhibitors and achieved $641,440 worth of the $1,011,000 total orders placed at the show.

**Cultural Affairs Library**

The Cultural Affairs Library provides informational and resource services in all cultural areas. These include crafts, fine arts, music, drama, dance, built heritage, multiculturalism and film. The public may borrow this material on a free-loan basis, and persons living outside of the Halifax-Dartmouth area are offered a free return mail service.

During the 1987/88 fiscal year an inventory of the collection was initiated through the Provincial Employment Program. Many of the older, unused materials were sent to the National Library for distribution in other Canadian and Third World libraries. Five hundred new books were added to the collection. The sport and recreation materials were removed from the shelves and transferred to the newly created Sport and Recreation Commission.

The library continues to be the Reading Room for the Playwrights Union of Canada. All plays that are published by the Playwrights Union of Canada are housed in the library. The library is also proud of its collection of slides in the areas of crafts and numerous national and international artists. A selection of video cassettes is also a recent acquisition in the field of dance.

The library contains approximately 10,000 books and 100 journals that cover all cultural areas. During the 1987/88 year, 1,700 informational requests (from clients by phone, mail, or in person) were handled by the library's staff. A total of 4,500 materials were circulated to Nova Scotians. The library serves a large cross section of the population which includes teachers, professional and non-professional artists, hobbyists and university students. Numerous referrals were received from many other libraries that do not have specialized cultural materials.

The librarian has been very active in library organizations. She is a member of Halifax Library Association, Atlantic Provinces Library Association, Nova Scotia Library Association, Nova Scotia Government Libraries Council, Canadian Library Association, and the American-based Special Libraries Association.

**Cultural Showcase Program**

Summer Festival Showcase continued to be the primary focus for this program, providing a total of 757 performances in all regions of the province in the summer of 1987. A total of 2,114 performers participated in the program and the total audience was 350,060.